

THE COMPARISON OF TRADITIONAL MEDIA AND SOCIAL MEDIA IN SPORT NEWS

A.M. Ahmadova

Azerbaijan State Academy of Physical Education and Sport
adila.ahmadova2020@sport.edu.az

Nəşr tarixi

Qəbul edilib: 12 yanvar 2022

Dərc olunub: 9 mart 2022

© 2022 ADBTİA Bütün hüquqlar qorunur

Annotation. The purpose of this article is both to create a very contemporary understanding of traditional media and social media regarding sport news and to provide readers with a broader context. All over the world for years people used traditional media which represents a form of communication employing vocal, verbal, musical and visual folk art forms, transmitted to a society or group of societies from one generation to another. Nowadays we can find thousands of resources about social media that are spread live news all over the world. Especially the sport news in social media make easier to get the results immediately after the game or to watch from home all the results. With this article, we will touch on the role of both, traditional media and social media and comparing them in sports news. For the best presentation of the credible news each sport journalist needs to get the exact facts, videos and photos. Some sports needed to promotion and presentation depending on the media outlets which is interested in it. The sport fans, especially the huge games audience are the customers of both media which also try to save its ranking all over the world..

Keywords: *Traditional Media, Traditional Forms, Media Outlets, Broadcast News, Huge Games, Rating, Video, Photo.*

Introduction. The evolution of sport from all kinds of phenomena associated with the development and demonstration of strength and endurance, to that complex, multifaceted and ambiguous social institution, as we see it in the XXI century, begins with the first steps of human civilization.

Nowadays people use different ways to get sport news from traditional and social media which both have a wide audience all over the world.

Traditional forms of media includes print publications such as newspapers and magazines, broadcast news (TV and Radio). Everyone could listen all society news and sport games through the radio and TV. During the 1970s and early 1980s, the media issue focused mainly on how to record television programs. From 21st century the traditional media integrated to the social media rapidly. In the 2000s, these technologies were added to broadcasting via mobile phones, broadcasting directly to the Internet and digital terrestrial broadcasting, assuming by compression method transmission over one frequency, where previously there was one television channel, multiplex - that is, a "bundle" of channels [6].

For sport journalists, the issue of access to information from the games, from the huge competitions is very important and difficult to use digital media or traditional media. The both, traditional media and social media plays an important role of dissemination of sports news all over the world. Media plays an important role in both the construction and destruction of sporting structures and practices. The Media has helped in developing the new competitions, events and leagues. New sport forms have appeared and old ones have become of less importance. Media and sport have always symbiotic relations. When to differ traditional media from social media we conclude that the both, can have a positive and negative effects regarding sports news. Social media is changing the way sports stars, clubs and fans are interacting with each other. Social media offers story-telling platforms, sports offer real-life, compelling stories. Both media helps in bringing the true facts and information

of the world. Sport related persons, especially athletes benefit from both media. Sports news and programs help athletes to self-market, build a personal brand, and promote themselves through both media.

Theoretical basement and literature review. American researcher Lon S. Cohen also points out the difference between social network and social media. In his opinion, social media can be viewed as broadcasting strategies and outlets, and social media are tools and utilities for connecting with other people [3].

The difference lies not only in semantics, but also in function. He believes that social networks came first to social media [3]. When discussing both media and their working practices, values and attitudes, a number of studies are relevant to this review. Terry Valerioté's unpublished thesis consisted of an occupational analysis of sportswriters in Toronto, Canada [3]. The traditional print component of the sport mass media encompasses several broad areas. For individuals interested in a sport communication career, the most prominent and attractive print options include newspapers (e.g., New York Times, USA Today), wire services (e.g., The Associated Press), magazines (e.g., Golf Digest, Runner's World) [6].

3. Methods and analysis. In this article has been provided comparison of traditional media and social media in sport news. Social media comprises Internet-based applications that are developed based on the ideological and technological foundations of Web 2.0. Social media enables the creation and exchange of user-generated content [9]. While comparing both media we can say that traditional media still has a strong presence as social media. Here are some reasons: This media can be reached for all age categories, can be remembered easily, more credible for certain audience, wide reach. While analyzing social media we think about the social networks which are increasing very fast and share the news all over the world. Social networks, such as Instagram, Facebook, You Tube, Twitter also is very helpful to contact with friends, fa-

mily or others. People prefer social media websites because of the comfort which they can easily find the news or any other information through these media. While making research about both media comparison we try to use mobile phones, smartphones and laptops which all of them are very useful with its features. The research methods of this article created a good condition to continue with traditional media such as, TV, Radio, Daily sport newspapers and monthly Magazines. Each of these media types has its own advantages which always attracts all age group depending on its programs. While comparing both media we realize that we can not take TV to the mountain to watch TV on the top, but at the same time we will not stay without any news while traveling. Of course, we can be alive on social media through the mobile or smartphones and watch everything we wish. Now, the methods and analysis give us an opportunity to read magazines and newspapers. May be Magazines print out once a month with its especial numbers it is always beautiful to take and start reading or looking at the page photos. The colorful Magazines attract everyone and give pleasure to them. While thinking about another traditional media for example Newspapers is very important in our life with its credible and wide news. Even the smell of this media also attracts each of us as books. A person can not imagine its life without any news, of course in this case newspaper the best friend for each of us which no one break of this habit. This media type gives sport journalist a great opportunity to publish their article and became famous among other journalists. Each journalist has to be able to manage both media outlets to present the best sport news. The comparison of both media regarding the sport news each journalist needs more knowledge on this field.

Comparison of traditional and social media. This review has identified literature relating to range of social media with traditional media regarding sports news. It has disclosed that there are considerable differences between both media.

- Today, the terms 'social networking site' or 'social networking service' are a little

outdated, but they essentially refer to the same services as 'social media'. Social media is now mainstream media, but it is difficult to define it accurately because there are exceptions to every definition. It differentiates itself by being interactive – a two-way communication. Social media includes websites that are available for social networking.

- Traditional media refers to everything that runs via traditional media channels such as television, radio, newspaper, magazine etc. When you look at a TV commercial or listen to the radio or read a magazine or newspaper, you're experiencing marketing through traditional media channels. Traditional media are predominantly push media where the message is broadcast from company to customer and other stakeholders. Traditional media has been a part of our culture for over half a century. Traditional media proved to be a powerful tool in the process of making learning and teaching more effective and interesting. In traditional media, the sender usually decides what to publish broadcast or telecast, while the receiver always receives the information. In private organizations, the owners are usually responsible for the content or material published.

Conclusion. A comparison of this article suggests that traditional media, as a mass medium, continues to deliver the most accurate information by competing with the ever-evolving social media.

In my opinion, despite the fact that traditional media has a limited audience; it is always at the forefront of quality and professionalism. Even the most professional journalists are considered innovative followers of such a traditional media school. Research in this area shows that the coverage of official meetings and events, as well as the coverage of sports news by a wide audience is always in the focus of large companies. It is observed that the older generation also prefers traditional media, taking into account their age-old habits. As a result, I can say that the professional staff of traditional media is very wide and comparable. When comparing with social

media, we come to the conclusion that, despite all the advantages of traditional media, news spreads immediately and rapidly through various social networks and receives a large number of readings.

This, in turn, attracts the attention of business-oriented organizations and leads to an increase in the number of views on the social network. In general, when comparing traditional media with social media, it can be concluded that the difference between the two media and their role in sports news is great. At the same time, we can say that while traditional media has a limited audience, unlike it, social media plays a big role in the immediate delivery of the same news to the whole world. And millions of people, even without a survey, are immediately exposed to certain opinions on social media. In some cases, social media has a huge impact on live broadcasts of mass sports events. However, the rapid development of the world will lead to more innovative and professional journalists in the future. In any case, we must do our best to ensure that both media do not fall behind this development.

REFERENCES

1. **Məmmədli C.** Jurnalistikanın nəzəriyyəsi və təcrübəsi. Bakı, 2012.
2. **Zifəroğlu V.** *Ənənəvi Mediadan internet mediaya doğru.* Bakı, 2016.
3. **Чень Ди.** *Социальные Сетевые Медиа и Социальные Сети в Концепциях Американских и Российских Исследователей.* 2012.
4. **Jones J., Salter L.** *Digital Journalism.* 2012.
5. **Алексеев К.А., Ильченко С.Н.** *Спортивная Журналистика.* 2014.
6. **Качкаева А.Г., Шомова С.А.** *Мультимедийная Журналистика.* 2017.
7. **Кирия И.В., Новикова А.А.** *История и теория Медиа.* 2020.
8. **Pedersen P.M., Miloch K.S., Laucella P.C.** *Strategic Sport Communication.* 2016.
9. *Journal of Electronic Commerce Research,* vol. 16, No 2, 2015.

10. Taprial V., Kanwar P. *Understanding Social Media*. 2012.
11. Miller D. *Social Media in an English Village. Or how to keep people at just the right distance*, 2016.
12. Bradshaw T., Minogue D. *Sport Journalism. The State of Play*. 2020.
13. Andrews Ph. *Sport Journalism. A practical introduction*. 2014.
14. Andrews Ph. *Sport Journalism. A practical introduction*. 2014.
15. Lambert Ch.M. *Digital Sports Journalism*. 2019.

ƏNƏNƏVİ MEDIA VƏ SOSIAL MEDIANIN İDMAN XƏBƏRLƏRİ İLƏ BAĞLI MÜQAYİSƏSİ

A.M. Əhmədova

Azərbaycan Dövlət Bədən Tərbiyəsi və İdman Akademiyası
adila.ahmadova2020@sport.edu.az

Annotasiya. Bu məqalənin məqsədi həm idman xəbərləri ilə bağlı ənənəvi media və sosial media haqqında çox müasir bir anlayış yaratmaq, həm də oxuculara daha geniş kontekst təqdim etməkdir. Bütün dünyada insanlar illər boyu bir cəmiyyətə və ya cəmiyyətlər qrupuna nəsildən-nəslə ötürülən vokal, şifahi, musiqi və vizual xalq sənəti formalarından istifadə edən ünsiyyət formasını təmsil edən ənənəvi mediadan istifadə etmişlər. Hal-hazırda bütün dünyada canlı xəbərlər yayılan sosial media haqqında minlərlə resurs tapıla bilər. Xüsusilə sosial mediada yer alan idman xəbərləri oyundan dərhal sonra nəticələri əldə etməyi və ya bütün nəticələri evdən izləməyi asanlaşdırır. Bu yazı ilə həm ənənəvi media-

nın, həm də sosial medianın roluna toxunulacaq və onları idman xəbərlərində müqayisə edəcəyik. Etibarlı xəbərləri ən yaxşı şəkildə təqdim etmək üçün hər bir idman jurnalisti dəqiq faktları, videoları və fotoları əldə etməlidir. Bəzi idman növləri ilə maraqlanan media orqanlarından asılı olaraq təbliğat və təqdimat tələb olunur. İdman həvəskarları, xüsusən də nəhəng oyunların tamaşaçıları hər iki medianın müştəriləridir, onlar daim öz reytingini bütün dünyada qoruyub saxlamağa çalışırlar.

Açar sözlər: *ənənəvi kütləvi informasiya vasitələri (KİV), ənənəvi formalar, kütləvi informasiya vasitələri, nəhəng oyunlar, reyting, video, fotoqrafiya.*

СРАВНЕНИЕ ТРАДИЦИОННЫХ МЕДИА И СОЦИАЛЬНЫХ МЕДИА В ОТНОШЕНИИ СПОРТИВНЫХ НОВОСТЕЙ

A.M. Ахмедова

Азербайджанская Государственная Академия Физической Культуры и Спорта
adila.ahmadova2020@sport.edu.az

Аннотация. Цель этой статьи - как создать самое современное понимание традиционных СМИ и социальных сетей в отношении спортивных новостей, так и предоставить читателям более широкий контекст. В течение многих лет во всем мире люди использовали традиционные средства

массовой информации, которые представляют собой форму общения с использованием вокальных, словесных, музыкальных и визуальных форм народного искусства, передаваемых обществу или группе обществ от одного поколения к другому. В настоящее время мы можем найти тысячи

ресурсов о социальных сетях, которые распространяют новости в прямом эфире по всему миру. В частности, спортивные новости в социальных сетях упрощают получение результатов сразу после игры или просмотр всех результатов из дома. В этой статье мы коснемся роли как традиционных СМИ, так и социальных сетей и сравним их в спортивных новостях. Для наилучшего представления достоверных новостей каждому спортивному журналисту необходимо получить точные факты, видео и фотографии. Некоторые виды спорта нуждаются в

продвижении и презентации в зависимости от СМИ, которые в этом заинтересованы. Поклонники спорта, особенно зрители огромных игр, являются клиентами обоих СМИ, которые всегда стараются сохранить свой рейтинг во всем мире.

Ключевые слова: *традиционные медиа, традиционные формы, средства массовой информации, широкоэвещательные новости, большие игры, рейтинг, видео, фото.*